

obligations do not otherwise command the consumers' attention. The claimed invention meets this need by providing a method and system for automatically distributing promotional information to occupants of a vehicle based on a geographic position of the vehicle. In order to expedite issuance of a patent in this case, Applicants have amended Claims 1, 29, 43, and 60 to clarify the patentable distinctions of the present invention over the cited references.

Specifically, Applicants' Claims 1 and 29, recite an in-vehicle promotion system that includes a receiver, a controller connected to the receiver, an interior display connected to the controller and configured to be installed in an interior of the vehicle, and that the display displays promotional information based on an automatically detected position of the vehicle. Similarly, Claims 43 and 60 recite a method of displaying promotions information to a vehicle occupant, including displaying on an interior display promotion information, after it is automatically detected that the vehicle comes within a defined range of the store. Thus, each of Applicants' independent Claims 1, 29, 43, and 60 recite an interior display that displays promotions information based on *automatically detected* vehicle position or proximity data. With this configuration, the operator of the vehicle can view advertising of retailers, restaurants, etc. that are in the vicinity of the vehicle and this display is automatically updated as the vehicle moves.

In contrast, the reference to Park discloses a vehicle information device that displays advertising information based on user input to the system. Specifically, as discussed in the Response filed September 19, 2001, the system of Park receives radio broadcasts of voice and data advertising, as well as GPS information indicating the location of the vehicle associated with the system. The voice advertising broadcast is monitored by the user who presses the

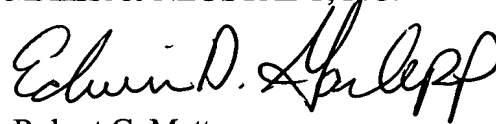
“where” information button 102f when the user would like more detailed information about the retailer advertised in the voice advertisement. Once the “where” button is selected, a processor of the system sends the data advertising to the display to form a text advertising message such as the one shown in Figure 3. In addition, the GPS system is used to provide directions to the retailer or restaurant, etc., that is associated with the advertisement. Thus, the system of Park teaches displaying promotions information based on user input and not based on automatically detected vehicle position or proximity data as claimed in independent Claims 1, 29, 43, and 60.

Moreover, the references to Cohen and Malackowski et al do not correct the deficiencies of Park. As explained in the Amendment filed on September 19, 2001, Cohen does not teach or suggest an interior display configured to be mounted to an interior of the vehicle as claimed in Claims 1, 29, 43, and 60. Malackowski et al discloses a system and method for providing information to a car having a wireless communications device. The system allows a caller to obtain advertising information after wireless contact is established from the communications device of the user. Thus, Malackowski et al does not disclose a system for receiving advertising information in a mobile vehicle based on the position of the mobile vehicle. Thus, Claims, 1, 29, 43, and 60 patentably define over the cited references. As independent Claims 1, 29, 43, and 60 patentably define over the cited references as detailed above, dependent claims 3-8 and 10-20, 30-42, 44-57, and 61-64 which depend therefrom respectively also patentably define over the cited references.

Consequently, in view of the present amendment, no further issues are believed to be outstanding in the present application, and the present application is believed to be in condition for formal allowance. An early and favorable action is therefore respectfully requested.

Respectfully submitted,

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IN THE CLAIMS:

Please amend Claims 1, 29, 43 and 60 as follows:

--1. (Twice Amended) An in-vehicle promotions system installed in a vehicle,
comprising:
a position receiver configured to provide automatically detected position data for said
vehicle;
a controller connected to said receiver;
a wireless communications device configured to receive promotional information and
connected to said controller; and
an interior display configured to be installed in an interior of said vehicle and
connected to said controller,
wherein said controller outputs said promotional information to said interior display
based on said position data.--

--29. (Twice Amended) An in-vehicle promotions system installed in a vehicle,
comprising:
an RF receiver configured to receive transmitted promotions information;
a controller connected to said receiver; and

an interior display configured to be installed in an interior of said vehicle and connected to said controller wherein said controller causes said promotions information to be displayed on said interior display based on [a] ~~an automatically detected~~ position of said vehicle.

43. (Twice Amended) A method of displaying promotions information to a vehicle occupant, comprising:

storing data corresponding to said promotions information in said vehicle; and

displaying said data on an interior display after ~~it is automatically detected that~~ said vehicle comes within a defined proximity to a store with which said promotions information is associated.

60. (Twice Amended) A method of distributing promotions information, comprising:

forming a database of promotions information of at least one store;

wirelessly distributing data corresponding to said promotions information to a vehicle; and

displaying on an interior display said data to occupants of said vehicle after ~~it is automatically detected that~~ said vehicle comes within a defined range of said store.--